

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (currently amended): A computer-implemented method
2 ~~for allowing a resource associated with a target document~~
3 ~~usable for ad rendering by a first entity to be used for~~
4 ~~rendering of content by a second entity, the method~~
5 ~~comprising:~~
6 determining whether or not a condition is met,
7 responsive to an ad request associated with a target
8 document, wherein the target document is associated with a
9 resource for rendering content;
10 if it is determined that the a condition is met, a the
11 first entity providing a set of at least one ad using to be
12 rendered via the resource to render at least one ad; and
13 if it is determined that the condition is not met, the
14 first entity allowing the signaling the availability of at
15 least a portion of the resource to a second entity to use
16 ~~at least a portion of the resource to render content.~~

1 Claim 2 (currently amended): The computer-implemented
2 method of claim 1, wherein the first entity includes a
3 content ad system.

1 Claim 3 (currently amended): The computer-implemented
2 method of claim 2, wherein the second entity includes a
3 publisher with which the target document is associated.

1 Claim 4 (currently amended): The computer-implemented
2 method of claim 3, ~~further comprising:~~
3 ~~a publisher requesting rendering of the ad by the~~
4 ~~first entity, and~~

5 wherein the ad request associated with a target
6 document is made by a publisher,
7 wherein the publisher requests the ad from the first
8 entity, and
9 ~~in response to the request, the first entity~~
10 ~~determining whether the condition is met.~~
11 wherein the act of determining whether the condition
12 is met is performed by the first entity.

1 Claim 5 (currently amended): The computer-implemented
2 method of claim 4, wherein the condition depends on whether
3 the first entity determines the target document can be
4 crawled, and if not, determining that the condition is not
5 met.

1 Claim 6 (currently amended): The computer-implemented
2 method of claim 4, wherein the condition depends on whether
3 the target document is available for analysis by the first
4 entity to determine if a relevant ad is available for
5 rendering, and if not, determining that the condition is
6 not met.

1 Claim 7 (currently amended): The computer-implemented
2 method of claim 4, wherein the condition depends on whether
3 the target document contains negative subject matter, and
4 if so, determining that the condition is not met.

1 Claim 8 (currently amended): The computer-implemented
2 method of claim 7, wherein negative subject matter includes
3 at least one of tragic events, pornography, alcohol
4 promotion, tobacco promotion, gun promotion and gambling
5 promotion.

1 Claim 9 (currently amended): The computer-implemented
2 method of claim 4, wherein the condition depends on whether
3 the first entity determines if a threshold number of
4 sufficiently relevant ads are available to render in
5 association with the target document, and if not,
6 determining that the condition is not met.

1 Claim 10 (currently amended): The computer-implemented
2 method of claim 9, wherein the threshold number of
3 sufficiently relevant ads depends on a degree of topical
4 correlation between a plurality of ads available to the
5 first entity and subject matter of the target document.

1 Claim 11 (currently amended): The computer-implemented
2 method of claim 4, wherein the condition depends on whether
3 the first entity determines if a threshold number of ads
4 are available to render in association with the target
5 document, and if not, determining that the condition is not
6 met.

1 Claim 12 (currently amended): The computer-implemented
2 method of claim 4, wherein the condition is met if depends
3 ~~on whether~~ the first entity determines that net revenue for
4 rendering the ad will be positive, ~~and if not, determining~~
5 ~~that the condition is not met.~~

1 Claim 13 (currently amended): The computer-implemented
2 method of claim 12, wherein the act of first entity
3 determining whether net revenue for rendering the ad will
4 be positive, by the first entity, comprises:

5 determining ~~if~~ whether or not a payment is to be paid
6 to ~~an~~ a publisher for rendering the ad; and
7 estimating gross revenue derived from an advertiser
8 for rendering the ad in association with the target
9 document.

1 Claim 14 (currently amended): The computer-implemented
2 method of claim 13, wherein the payment depends on a number
3 of impressions of the ad using the resource of the target
4 document.

1 Claim 15 (currently amended): The computer-implemented
2 method of claim 13, wherein the gross revenue depends on a
3 number of impressions of the ad using the resource of the
4 target document.

1 Claim 16 (currently amended): The computer-implemented
2 method of claim 13, wherein the gross revenue depends on an
3 estimated clickthrough amount for the ad if rendered using
4 the resource of the target document.

1 Claim 17 (currently amended): The computer-implemented
2 method of claim 1, wherein the first entity includes a
3 first ad system and the second entity includes a second ad
4 system.

1 Claim 18 (currently amended): The computer-implemented
2 method of claim 17, wherein the first ad system is a
3 content ad system.

1 Claim 19 (currently amended): The computer-implemented
2 method of claim 17, wherein the content includes a set of
3 one or more ads.

1 Claim 20 (currently amended): The computer-implemented
2 method of claim 1, ~~further comprising:~~
3 ~~wherein the first entity, an the ad rendering request~~
4 ~~associated with the target document is received by the~~
5 ~~first entity,~~
6 ~~wherein the target document is requested by a client~~
7 ~~system and the ad rendering request includes an identifier~~
8 ~~of the second entity,~~
9 ~~wherein based on a set of one or more criteria, the~~
10 ~~first entity determining determines to redirect the request~~
11 ~~to a the second entity based on a set of one or more~~
12 ~~criteria,~~ and
13 ~~wherein the act of signaling the availability of the~~
14 ~~resource includes the first entity setting a location field~~
15 ~~in an outgoing hypertext protocol header with the~~
16 ~~identifier, causing the target document to be output to the~~
17 ~~client system with the content rendered by the second~~
18 ~~entity.~~

1 Claim 21 (currently amended): The computer-implemented
2 method of claim 20, wherein the identifier includes an
3 alternative content URL.

1 Claim 22 (currently amended): The computer-implemented
2 method of claim 20, further comprising using remote
3 scripting to process the ad rendering request.

1 Claim 23 (currently amended): The computer-implemented
2 method of claim 21, wherein the remote scripting includes a
3 Javascript an iframe.

1 Claim 24 (currently amended): The computer-implemented
2 method of claim 23, wherein the iframe is named to identify
3 the ad rendering request to the first entity.

1 Claim 25 (currently amended): The computer-implemented
2 method of claim 1, ~~further comprising~~ wherein if it is
3 determined that the condition is not met, the first entity
4 indicating to an external entity whether that the condition
5 is not met ~~to an external entity~~.

1 Claim 26 (currently amended): The computer-implemented
2 method of claim 25, further comprising identifying, by the
3 first entity, ~~identifying~~ the condition to the external
4 entity.

1 Claim 27 (currently amended): The computer-implemented
2 method of claim 26, wherein the external entity is the
3 second entity.

1 Claim 28 (currently amended): The computer-implemented
2 method of claim 26, wherein the external entity includes a
3 publisher.

1 Claim 29 (currently amended): In an ad system, a method
2 for handling ad rendering requests comprising:
3 receiving, by the ad system, a request to ~~render~~
4 provide content to be rendered at least one ad in
5 conjunction with a target document;

6 determining, based on a set of one or more conditions,
7 whether to ~~render the~~ provide at least one ad responsive to
8 the request, and if not+, redirecting the request to an
9 alternative entity.

1 Claim 30 (original): The method of claim 29, wherein the
2 request identifies the alternative entity.

1 Claim 31 (original): The method of claim 29, wherein
2 redirecting the request includes an identifier to identify
3 the request if redirected from the alternative entity back
4 to the ad system.

1 Claim 32 (currently amended): The method of claim 29,
2 wherein redirecting the request is based on determining
3 that a threshold number of relevant ads are not available
4 for rendering in conjunction with the target document.

1 Claim 33 (currently amended): The method of claim 29,
2 wherein redirecting the request is based on determining
3 that a threshold amount of monetary gain will not be met if
4 the one or more ads are rendered by the ad system.

1 Claim 34 (currently amended): The method of claim 29,
2 wherein redirecting the request is based on determining
3 that a threshold ad performance level will not be met if
4 the one or more ads are rendered by the ad system.

1 Claim 35 (original): The method of claim 34, wherein the
2 threshold ad performance level depends at least in part on
3 an expected clickthrough rate of the one or more ads if
4 rendered by the ad system.

1 Claim 36 (currently amended): A system comprising:
2 a first means for rendering an ad via a resource of a
3 target document; and
4 a second means for determining, based on a set of one
5 or more criteria, whether or not to have the first means
6 render the ad via the resource of the target document and
7 ~~allow an alternative means to render content via the~~
8 ~~resource of the target document,~~
9 wherein if the second means determines that the first
10 means will not render the ad, signaling the availability of
11 at least a portion of the resource to an alternative means
12 to render alternative content via at least a portion of the
13 resource.

1 Claim 37 (original): The system of claim 36, wherein the
2 resource includes a display area on the target document.

1 Claim 38 (original): The system of claim 36, wherein the
2 set of criteria includes an expected performance for
3 rendering the ad via the resource of the target document.